

Message Text

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FM AMEMBASSY JIDDA
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AMEMBASSY ATHENS
AMEMBASSY RABAT
AMEMBASSY TUNIS
AMCONGEN CASABLANCA
AMCONGEN DHAHRAN
USLO RIYADH

UNCLAS JIDDA 0412

E.O. 11652: N/A
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SUBJ: US BUILDING MATERIAL AND CONSTRUCTION EQUIPMENT
TRADE MISSION, APRIL 78

REF: (A) 77 USDOC 24309, (B) 77 DHAHRAN 1455

1. IN CONSIDERATION REFTEL B AND DISCUSSION WITH USLO GNEHM AT RIYADH, EMBASSY SUGGESTS MISSION VISIT TO SAUDI ARABIA BE PROLONGED AT LEAST ONE WORKING DAY FOR REASONS THAT FOLLOW. WE APPRECIATE FACT THAT FLIGHTS FROM TUNIS CONSIST ONLY OF TUNIS AIR FLIGHTS AND SAUDIA FLIGHTS ON SATURDAY APRIL 15 WHICH IS A FULL WORKING DAY HERE. FLIGHT SCHEDULES USUALLY CHANGE APRIL 1SR OF EACH YEAR AND IF POSSIBLE WE WOULD PREFER TM TO TRAVEL ON FIDAY APRIL 14, 1978 IF DIRECT FLIGHT IS ESTABLISHED ON THAT DATE OR IF ALTERNATE ROUTING VIA ATHENS OR BEIRUT IS POSSIBLE. THIS WOULD ALLOW ANOTHER FULL WORKING DAY IN SAUDI ARABI. OTHERWISE PRESENT TENTATIVE SCHEDULE ACTUALLY LEAVES ONLY APRIL 16 FOR FULL BUSINESS DAY AT
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PAGE 02 JIDDA 00412 181405Z

JIDDA AND APRIL 19 AT DAHRAN.

2. WE CONCUR WITH USLO GNEHM'S OBSERVATION IN TELCON THAT TIME AT RIYADH WILL BE TOO BRIEF FOR MEANINGFUL BUSINESS APPOINTMENTS AND THAT VISIT CAN BE ELIMINATED UNLESS MISSION WILL BE SATISFIED WITH ONE SHOT MEETING AT LUNCHEON BANQUET WITH MOST IMPORTANT BUSINESSMEN AND SAG MINISTRY

OFFICIALS. OTHERWISE RIYADH STOP CAN BE ELIMINATED ADDING A BUSINESS DAY FOR DHAHRAN OR JIDDA. THIS WOULD BE MOST PREFERABLE IF SCHEDULE FROM TUNIS CANNOT BE ALTERED.

3. EMBASSY EXPERIENCE INDICATES THAT FOR INITIAL ARRIVAL IN COUNTRY RECEPTION IS BEST ON SECOND EVENING TO AVOID SLIPPAGE BY MISSED OR INEVITABLEY DELAYED FLIGHTS. MANY VALUABLE BUSINESS APPOINTMENTS ARE MADE DURING THESE FUNCTIONS. FOR THIS REASON JIDDA DEPARTURE ON APRIL 17 WOULD CANCEL THIS ADVANTAGE. FOR OTHER POST S IN COUNTRY RECEPTION FIRST NIGHT ACCEPTABLE WHEN FLIGHT RESERVATIONS ARE IN ORDER.

4. SINCE SAUDI ARABIA IS LAST STOP WE ALSO SUGGEST USDOC CONSIDER EXTENSION OF VISIT BY AT LEAST ONE WORKING DAY, THROUGH APRIL 22 AT DHAHRAN.

5. GIVEN THE POSSIBILITY OF ARRANGING FRIDAY FLIGHT FROM TUNIS FOR ARRIVAL JIDDA SAME EVENING WE SUGGEST FOLLOWING SCHEDULE AS OPTIMUM.

APRIL 14 PM - ARRIVAL JIDDA.

APRIL 15. BRIEFING, BUSINESS APPOINTMENTS AND RECEPTION.

APRIL 16 AND 17 BUSINESS APPOINTMENTS.

APRIL 18 DEPART FOR RIYADH AM. LUNCHEON BANQUET WITH SAG OFFICIALS AND PROMINENT BUSINESSMEN.

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PAGE 03 JIDDA 00412 181405Z

APRIL 18 DEPART FOR DHAHRAN AFTERNOON.

APRIL 18 RECEPTION DHAHRAN.

APRIL 19 AND 20 AM - BUSINESS APPOINTMENTS DHAHRAN.

APRIL 21 DEPARTURE FROM DHAHRAN.

6. ABOVE WILL ELIMINATE NEED FOR OVERNIGHTING IN RIYADH. HOWEVER IF SCHEDULE CANNOT BE ALTERED, WE SUGGEST ELIMINATION OF RIYADH STOP AND GOING DIRECTLY TO DHAHRAN ON APRIL 18 AM.

7. AS USDOC AWARE WE CONSIDER SUBJECT PRODUCT CATEGORY TO HAVE HIGHEST POTENTIAL HERE AND BELIEVE ANY ADDED TIME GIVEN TO MARKET PROMOTION BY TM MOST VALUABLE.

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